

Branch: B.Sc.(IT)	Semester-I
Subject Code: 1101	Lecture: 02 Credit: 02
Course Opted	Ability Enhancement Compulsory Course-I
Subject Title	Communication Skills

Course Objectives

- To make SWOT as a tool to identify Individual's and Organization's Strengths, Weaknesses, Opportunities and Threats.
- To demonstrate the fundamental concepts and methods of communication.
- To learn positive body language for better connect.
- To enable students to build strong vocabulary for effective writing and communication.
- To promote technology driven communication through Emails, telephone and Power Point presentations.
- To facilitate fluent speaking skills in social, academic and professional situations.

Course Outcomes

- SWOT analysis will help to improve personality or business by identifying and working on it
- Positive body Language will enable students to break the barrier of unfamiliarity and helps to form a better connect with the recipients of information
- Develop interpersonal skills for effective communication by understanding methods of Communication
- Enhance verbal and non-verbal communication ability through Vocabulary Building, Body language, Presentations.
- Provide with the practical skills and knowledge necessary to express themselves clearly, with confidence and power, in a variety of speaking situations.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
	1.	Ice Braking Introduction to know more about the Trainer/Teacher and Candidates SWOT Analysis To Identify Individual and Business Strengths/Weaknesses/Opportunities/Threats <ul style="list-style-type: none"> • Introduction • The SWOT framework • Application of SWOT • Case study 	4	8

Unit I		Communication <ul style="list-style-type: none"> ● Basics of Communication ● Factors of Communication ● Barriers to Communication – Physical, Psychological, Semantics, Organizational and Interpersonal Barriers; How to overcome Barriers. 	4	8
	3.	Body Language To Learn Positive body Language using Non-verbal Communication Non Verbal Communication- Personal appearance, Facial Expression, Movement, Posture, Gesture, Eye Contact etc.	4	8
	4	Vocabulary Building <ul style="list-style-type: none"> ● Root words (Etymology) ● Meaning of Words in Context ● Synonyms & Antonyms ● Collocations ● Prefixes & Suffixes ● Standard Abbreviations 	2	4
Unit III	5	Technology driven writing Email Etiquettes To Learn Email writing skills <ul style="list-style-type: none"> ● Format of Emails ● Features of Effective Emails <ul style="list-style-type: none"> ● Language and style of Emails 	3	6
	6	Telephone Etiquettes To handle Telephonic round of Interview <ul style="list-style-type: none"> ● Telephone communication techniques ● Telephone Etiquettes 	2	4
	8	Public Speaking <ul style="list-style-type: none"> ● Finding out environment ● Preparing text ● Composition of presentation ● Using Visual aids ● Speakers Appearance and Personality Applications of above using 1) Group Discussion To assess Candidates' Public speaking skills 2) Personal Interviews Conducting Mock/Personal Interviews to perform well during Interviews	6	12
TOTAL			25	50

Recommended Readings:

1. Urmila Rai and S. M. Rai, 'Business Communication', Himalaya Publishing House
2. Alan Sarsby, SWOT Analysis-a guide to SWOT for Business Studies Students
3. Sanjay Kumar & Pushp Lata, 'Communication Skills – A workbook ', New Delhi: Oxford University Press.
4. M Ashraf Rizvi, 'Effective Technical Communication', McGraw-Hill.
5. Locker, Kitty O. Kaczmarek, Stephen Kyo. (2019). 'Business Communication: Building Critical Skills', McGraw-Hill.
6. Murphy H, 'Effective Business Communication', McGraw-Hill.
7. Raman & Sharma, 'Technical Communication: Principles and practice', New Delhi: Oxford University Press.